

FIG. 1**■ EXAMPLE OF EPG OF SATELLITE DIGITAL BROADCASTING****PRESENT STATE OF PROGRAM DESCRIPTION DATA
(EXAMPLE OF MOVIE PROGRAM)**

PROGRAM TITLE : TWISTER

DESCRIPTION OF PROGRAM (TEXT) :

THE FURY OF TORNADO RAGING IN THE MIDWEST OF THE US AND RECKLESS SCIENTISTS WHO STAND AGAINST IT. TACKLING THIS PICTURE IS THE "JURASSIC PARK" COMBINATION OF STEVEN SPIELBERG AS EXECUTIVE PRODUCER AND MICHAEL CRICHTON AS SCREENPLAY. DIRECTED BY YAN DE VONN WHO HAD DIRECTED "THE SPEED". A PANIC SPECTACLE MAKING THE MOST USE OF THE LATEST CG AND SFX IS PLAYED. IMPASSIONED PERFORMANCE OF BILL PAXTON AND HELEN HUNT IS ALSO WORTHY OF SEEING. FOR YOUNG COUPLES TO FAMILIES. '96, THE US, COLOR/STEREO, 113 MIN.

} TITLE

} DESCRIPTION TEXT

FIG. 2**PRESENT STATE OF EXPRESSION ON SCREEN**

THE FURY OF TORNADO RAGING IN THE MIDWEST OF THE US AND RECKLESS SCIENTISTS WHO STAND AGAINST IT. TACKLING THIS PICTURE IS THE "JURASSIC PARK" COMBINATION OF STEVEN SPIELBERG AS EXECUTIVE PRODUCER AND MICHAEL CRICHTON AS SCREENPLAY. DIRECTED BY YAN DE VONN WHO HAD DIRECTED "THE SPEED". A PANIC SPECTACLE MAKING THE MOST USE OF THE LATEST CG AND SFX IS PLAYED. IMPASSIONED PERFORMANCE OF BILL PAXTON AND HELEN HUNT IS ALSO WORTHY OF SEEING. FOR YOUNG COUPLES TO FAMILIES. '96, THE US, COLOR/STEREO, 113 MIN.

09896556-025024

FIG. 3

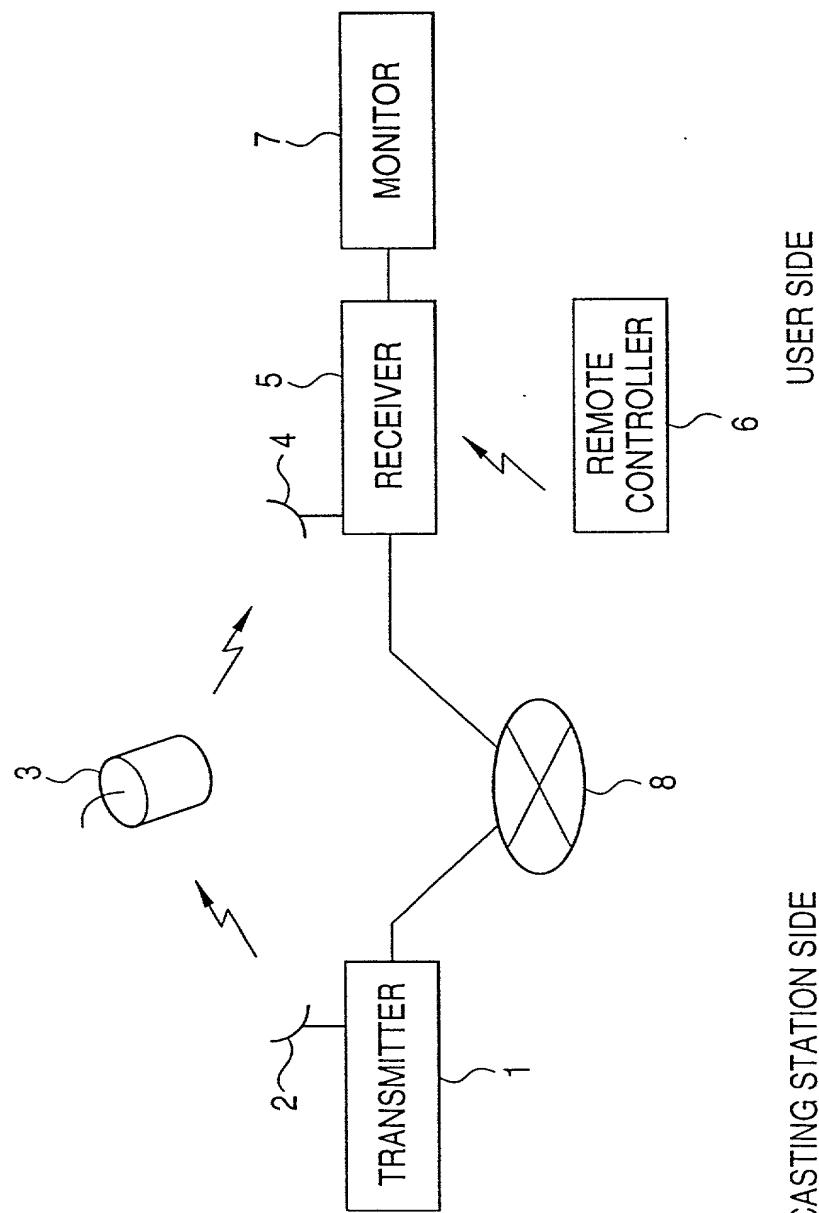
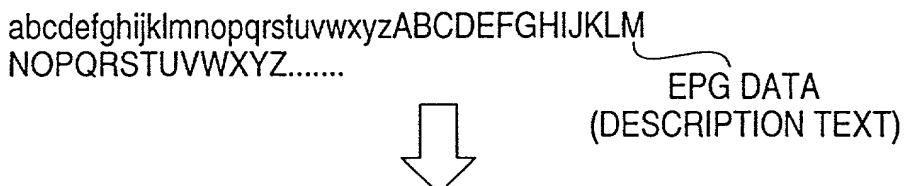


FIG. 4A

CREATING EPG



INSERTION OF IDENTIFICATION CODE

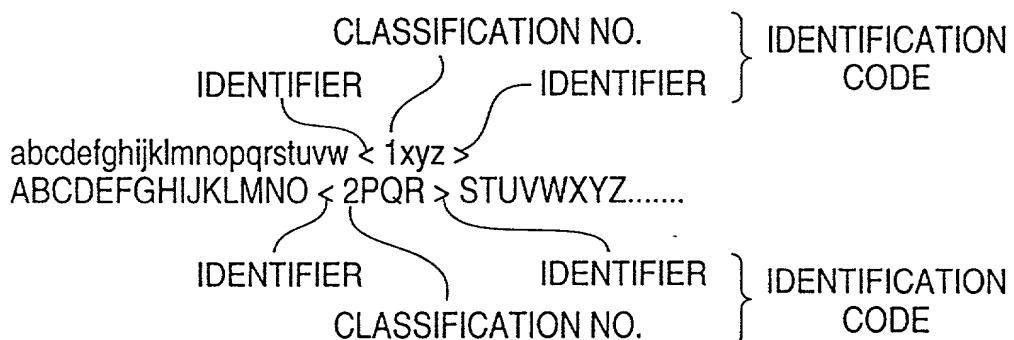


FIG. 4B

SAMPLING SPECIFIC CHARACTER PART

1 : xyz 2 : PQR

A large downward-pointing arrow is positioned between the two sampling examples.

EXPRESSING EPG

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ.....

COLOR IS DIFFERENT
COLOR IS DIFFERENT

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ.....

STYLE IS DIFFERENT
STYLE IS DIFFERENT

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ.....

POINT NO. IS DIFFERENT
POINT NO. IS DIFFERENT

FIG. 5

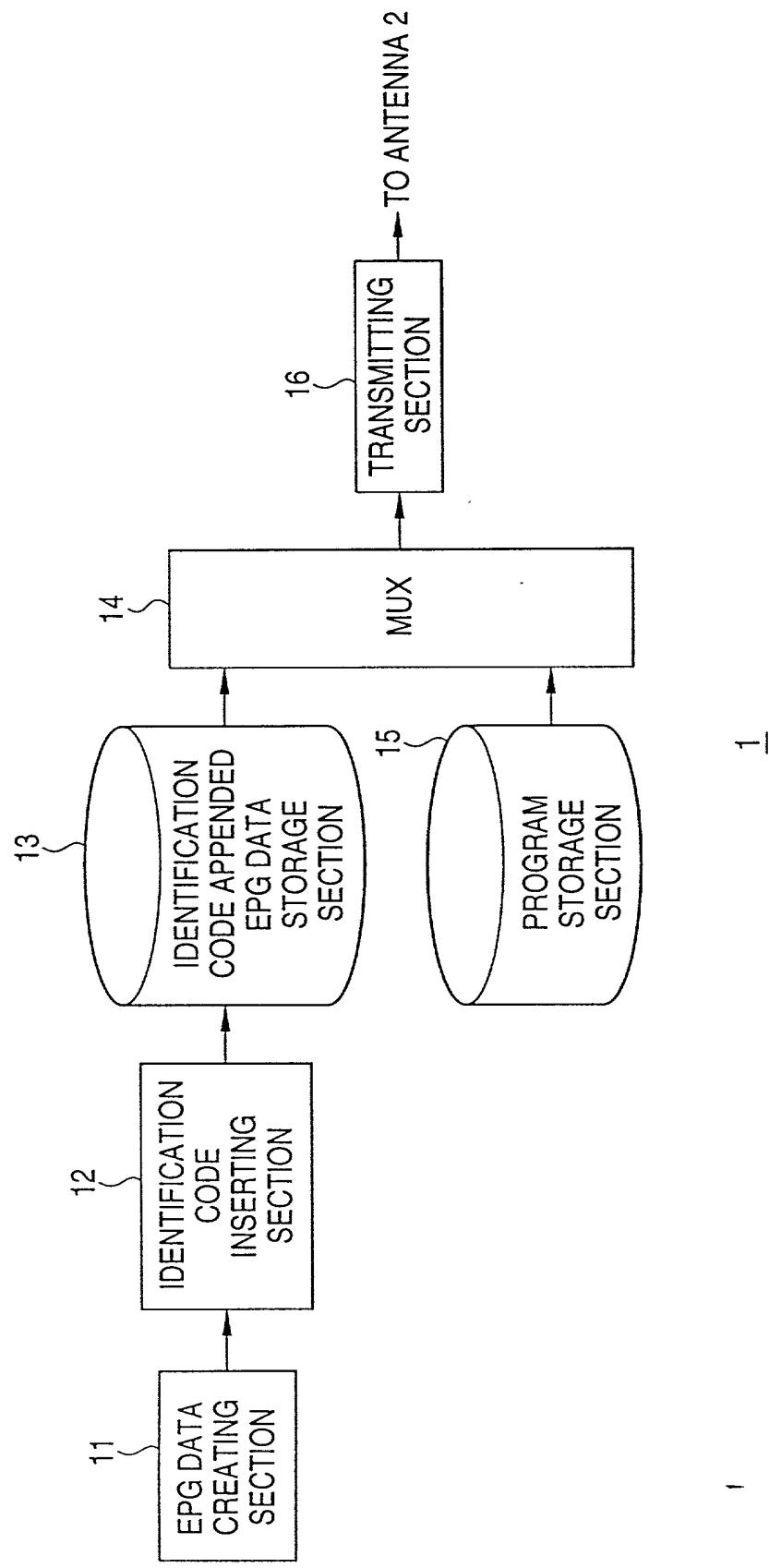


FIG. 6

■ EXAMPLE OF EPG OF SATELLITE DIGITAL BROADCASTING

TAGGED PROGRAM DESCRIPTION DATA (EXAMPLE OF MOVIE PROGRAM)

PROGRAM TITLE : TWISTER

- TITLE

DESCRIPTION OF PROGRAM (TEXT) :

<31THE FURY OF TORNADO> RAGING IN THE MIDWEST OF THE US AND RECKLESS SCIENTISTS WHO STAND AGAINST IT.

TACKLING THIS PICTURE IS THE "JURASSIC PARK"

MARKETING THIS PROPERTY IS THE JOINT EFFORT OF A COMBINATION OF < 18STEVEN SPIELBERG > AS EXECUTIVE PRODUCER AND < 16MICHAEL CRICHTON > AS SCREENPLAY

DIRECTED BY < 15YAN DE VONN > WHO HAD DIRECTED "THE SPEED". < 31A PANIC SPECTACLE > MAKING THE MOST OF THE LATEST < 31CG AND SFX > IS PLAYED.

IMPASSIONED PERFORMANCE OF **<11BILL PAXTON>** AND

<11HELEN HUNT> IS ALSO WORTHY OF SEEING. FOR

<43YOUNG COUPLES> TO <47FAMILIES>. <21'96>

<43 YOUNG COUPLES><15<41 FAMILIES><2190>
<22THE US><24C01 OB>/<25STE0F0><23113 MIN>

DESCRIPTION
TEXT

FIG. 7

CLASSIFICATION NO.	SPECIFIC CHARACTER PART
1-	NAME OF PERSON
11	CAST
12	ATHLETE
13	MC
14	CASTER, COMMENTATOR
15	MOVIE DIRECTOR
16	SCENARIO WRITER
17	AUTHOR
18	OTHERS
2-	PRODUCTION DATA
21	THE TIMES
22	COUNTRY, REGION
23	PROGRAM TIME
24	PICTURE CHARACTERISTICS
25	SOUND CHARACTERISTICS
26	LIVE BROADCASTING
27	FILMED IN STUDIO
28	OTHERS
3-	KEYWORD
31	KEYWORD #1
32	KEYWORD #2
33	KEYWORD #3
34	KEYWORD #4
35	KEYWORD #5
36	KEYWORD #6
37	KEYWORD #7
38	KEYWORD #8
4-	TARGET VIEWER
41	FOR INFANT
42	FOR ELEMENTARY AND JUNIOR HIGH-SCHOOL STUDENTS
43	FOR YOUNG
44	FOR ELDERLY PERSON
45	FOR MAN
46	FOR WOMAN
47	FOR GENERAL
48	OTHERS

FIG. 8

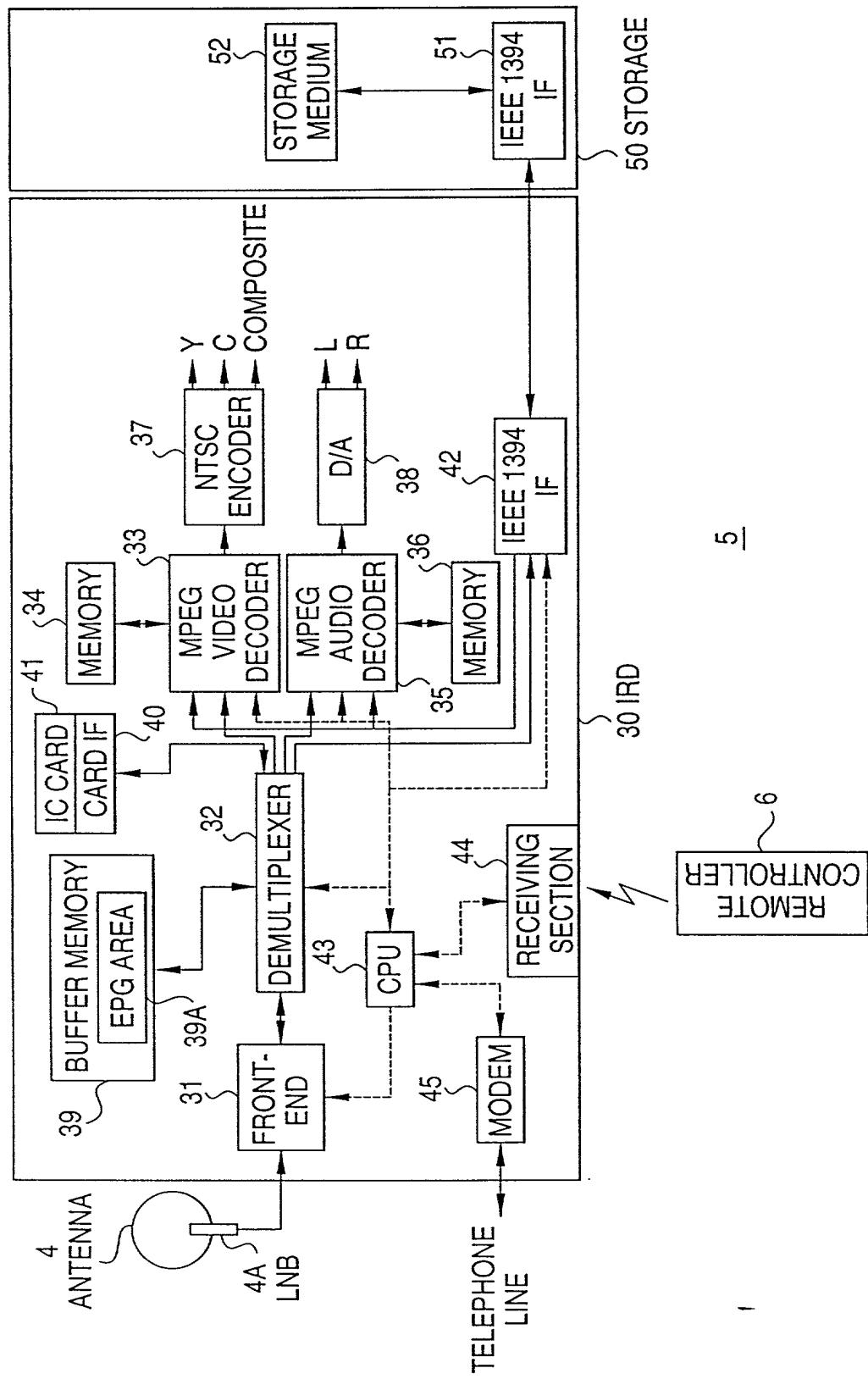


FIG. 9

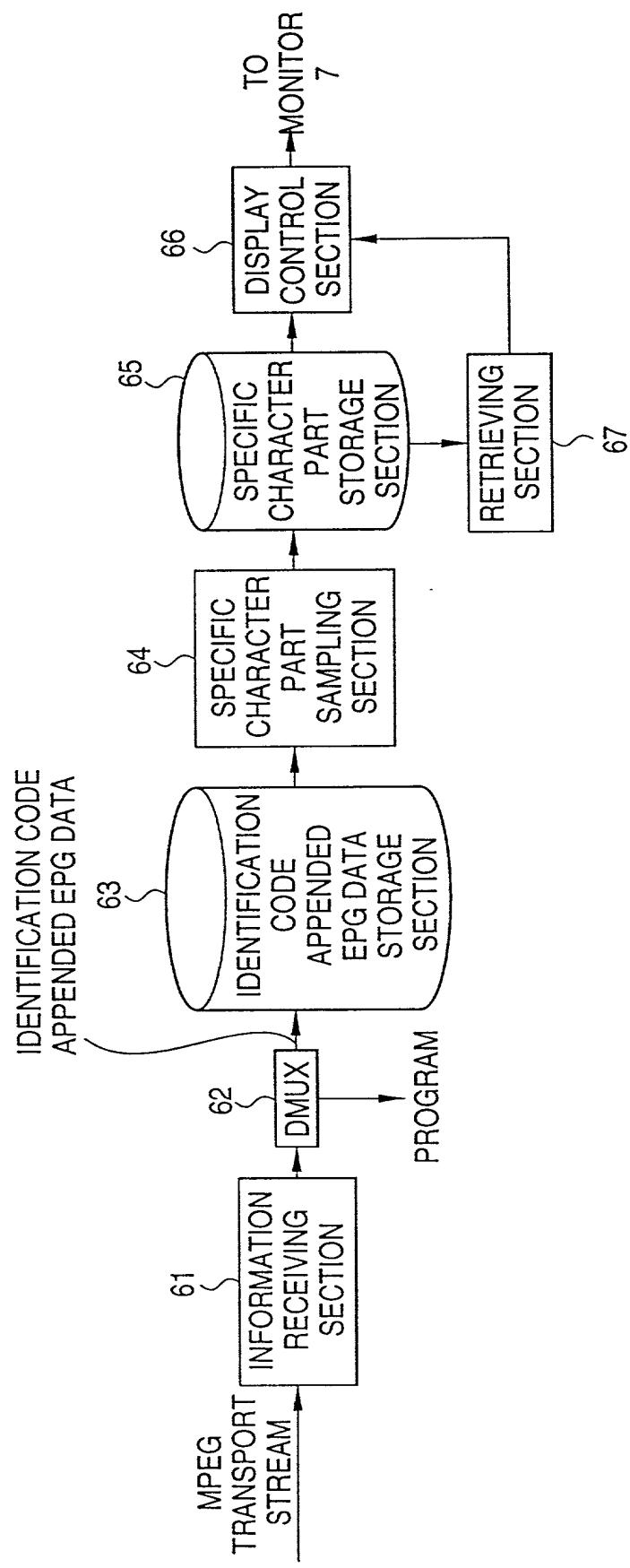


FIG. 10

EXAMPLE IN WHICH STYLE OF FONT OF CASTS AND KEYWORDS ARE CHANGED SO AS TO BE READILY DISCRIMINATED

THE FURY OF TORNADO RAGING IN THE MIDWEST OF THE US AND RECKLESS SCIENTISTS WHO STAND AGAINST IT. TACKLING THIS PICTURE IS THE "JURASSIC PARK" COMBINATION OF STEVEN SPIELBERG AS EXECUTIVE PRODUCER AND MICHAEL CRICHTON AS SCREENPLAY. DIRECTED BY YAN DE VONN WHO HAD DIRECTED "THE SPEED". A PANIC SPECTACLE MAKING THE MOST USE OF THE LATEST CG AND SFX IS PLAYED. IMPASSIONED PERFORMANCE OF BILL PAXTON AND HELEN HUNT IS ALSO WORTHY OF SEEING. FOR YOUNG COUPLES TO FAMILIES. '96, THE US, COLOR/STEREO, 113 MIN.

FIG. 11

EXAMPLE IN WHICH CASTS, KEYWORDS #1 AND #2 AND PRODUCTION DATA ARE HIGHLIGHTED BY COLORS PER ATTRIBUTE

THE FURY OF TORNADO RAGING IN THE MIDWEST OF THE US AND RECKLESS SCIENTISTS WHO STAND AGAINST IT. TACKLING THIS PICTURE IS THE "JURASSIC PARK" COMBINATION OF STEVEN SPIELBERG AS EXECUTIVE PRODUCER AND MICHAEL CRICHTON AS SCREENPLAY. DIRECTED BY YAN DE VONN WHO HAD DIRECTED "THE SPEED". A PANIC SPECTACLE MAKING THE MOST USE OF THE LATEST CG AND SFX IS PLAYED. IMPASSIONED PERFORMANCE OF BILL PAXTON AND HELEN HUNT IS ALSO WORTHY OF SEEING. FOR YOUNG COUPLES TO FAMILIES. '96, THE US, COLOR/STEREO, 113 MIN.

FIG. 12

EXAMPLE IN WHICH KEYWORDS ARE TAKEN OUT AND
HIGHLIGHTED BY LAYING OUT AS SUBTITLE

A PANIC SPECTACLE, THE FURY OF TORNADO!

THE FURY OF TORNADO RAGING IN THE MIDWEST OF THE US AND RECKLESS SCIENTISTS WHO STAND AGAINST IT. TACKLING THIS PICTURE IS THE "JURASSIC PARK" COMBINATION OF STEVEN SPIELBERG AS EXECUTIVE PRODUCER AND MICHAEL CRICHTON AS SCREENPLAY. DIRECTED BY YAN DE VONN WHO HAD DIRECTED "THE SPEED".

A PANIC SPECTACLE MAKING THE MOST USE OF THE LATEST CG AND SFX IS PLAYED. IMPASSIONED PERFORMANCE OF BILL PAXTON AND HELEN HUNT IS ALSO WORTHY OF SEEING. FOR YOUNG COUPLES TO FAMILIES. '96, THE US., COLOR/STEREO, 113 MIN.

40000000000000000000000000000000

"F13B" "S13A" "S13C" "S13D"

KEYWORDS ARE LEGIBLY LAID OUT PER ATTRIBUTE,
TITLE IS PUT TOGETHER WITH SUBTITLE AND EXPLANATION
IS LAID OUT IN THE OTHER PAGE

TWISTER,
A PANIC SPECTACLE, THE FURY OF TORNADO!

PRODUCED BY: STEVEN SPIELBERG
SCREENPLAY BY: MICHAEL CRICHTON
DIRECTED BY: YAN DE VONN
CAST: BILL PAXTON
HELEN HUNT
DATA: 1996, THE US., COLOR/STEREO, 113 MIN.
OBJECT: FOR YOUNG COUPLES TO FAMILIES

EXPLANATION:
THE FURY OF TORNADO RAGING IN THE MIDWEST OF
THE US AND RECKLESS SCIENTISTS WHO STAND
AGAINST IT. TACKLING THIS PICTURE IS THE
"JURASSIC PARK" COMBINATION OF STEVEN SPIELBERG
AS EXECUTIVE PRODUCER AND MICHAEL CRICHTON AS
SCREENPLAY. DIRECTED BY YAN DE VONN WHO HAD
DIRECTED "THE SPEED". A PANIC SPECTACLE MAKING
THE MOST USE OF THE LATEST CG AND SFX IS PLAYED.
IMPASSIONED PERFORMANCE OF BILL PAXTON AND
HELEN HUNT IS ALSO WORTHY OF SEEING.
FOR YOUNG COUPLES TO FAMILIES.

FIG. 13A

FIG. 13B

FIG. 14

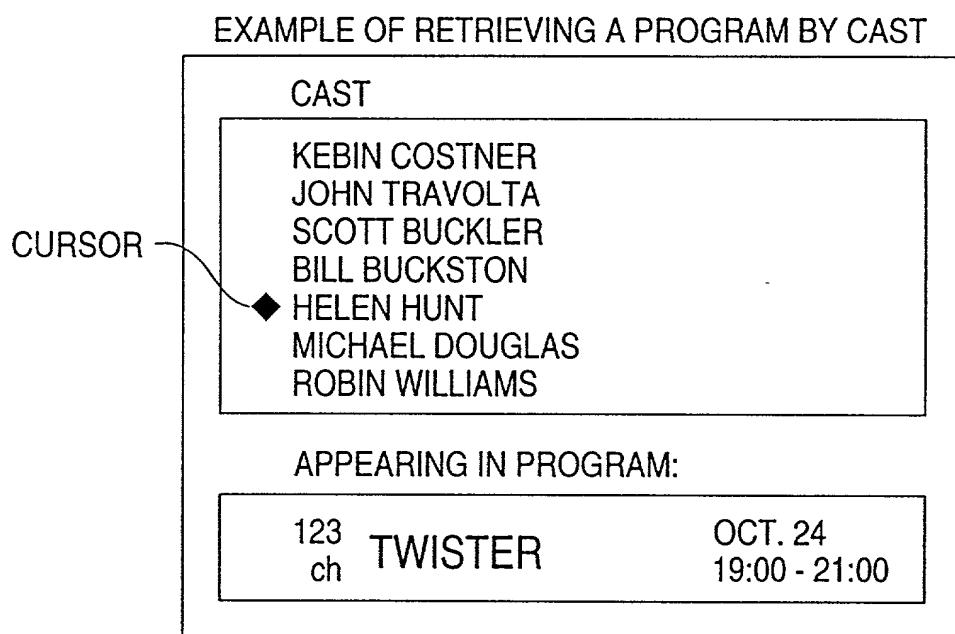


FIG. 15

